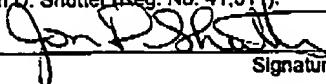


Appl. No. 09/887,198  
Amdt. dated January 4, 2005  
Reply to Office Action of September 21, 2004

I hereby certify that this correspondence is being faxed to the  
Commissioner For Patents, Alexandria, VA 22313, on January 4, 2005 by  
Jon D. Shutter (Reg. No. 41,311).



Signature

PATENT  
Case No. N0093US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE RECEIVED  
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Appl. No. : 09/887,198 JAN 04 2005  
Applicant : Matthew A. Guido et al.  
Filed : June 22, 2001  
Titled : Geographic Database Organization that Facilitates Location-  
Based Advertising  
TC/A.U. : 2177  
Examiner : Kuen S. Lu  
Docket No. : N0093US  
Customer No. : 37583

Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

AMENDMENT "B"

Sir:

In response to the Office Action of September 21, 2004, please amend the above-  
identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of  
this paper.

Remarks begin on page 8 of this paper.